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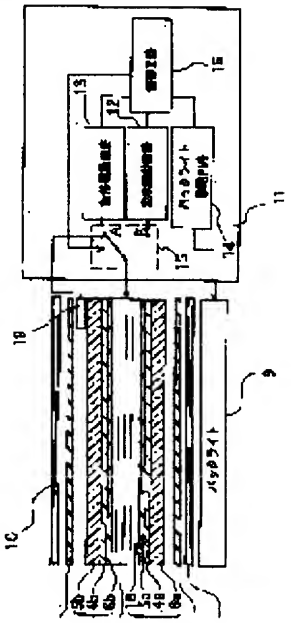
(54) LIQUID CRYSTAL DISPLAY DEVICE AND DRIVE METHOD THEREFOR

(57)Abstract:
PROBLEM TO BE SOLVED: To provide a drive method by which transition of liquid crystal alignment for the display can surely be finished within a short time, in a liquid crystal display device wherein the initial alignment of the liquid crystal molecules is different from the alignment for the display.
SOLUTION: In the liquid crystal display device wherein the initial alignment of the liquid crystal molecules is different from the alignment for the display, as represented by an optically-compensated bend type liquid crystal display device, the method for driving the liquid crystal display device is disclosed, by which the transition of liquid crystal alignment for the display can surely be finished within short time. A voltage is applied to a liquid crystal layer until the transition to alignment for displaying the display area of the display layer has been completed. Moreover, after the transition has been completed, back-light is turned-on, the



driving is moved to the display driving mode. To complete the transition within a short time, a voltage pulse satisfying the conditions (for example, frequency, voltage value) decided according to the temperature of the liquid crystal panel is applied to the liquid crystal layer.